

A woman with long dark hair, wearing a green sweater, is sitting at a wooden desk. She is looking down at a silver laptop. On the desk, there is a white coffee cup, a spiral notebook, and a black Bible. The background is a soft-focus indoor setting.

**NAMB**  
**EVANGELISM**  
**KIT**

**FOR WOMEN**

**TRAINING GUIDE**



**CREATING A  
CULTURE OF  
EVANGELISM**

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# THE PRIORITY OF EVANGELISM AND THE GREAT COMMISSION

*Jesus came near and said to them, "All authority has been given to me in heaven and on earth. Go, therefore, and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe everything I have commanded you. And remember, I am with you always, to the end of the age."*

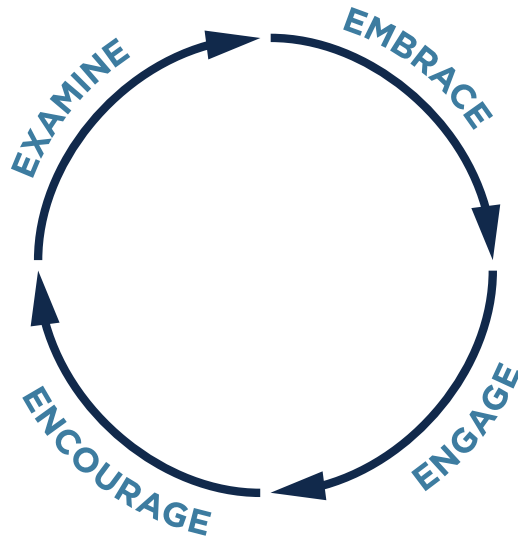
**Matthew 28:18-20 (CSB)**

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Most Christians are familiar with Matthew 28:18-20. They know the vital place evangelism should occupy in their lives. But the fact remains that most believers are not involved in personal evangelism.

Evangelism. It's the mission of the Church and should be the passion of every Christian. Our hope is that this training will guide you to ignite the flame of evangelism or make it burn brighter through the women you serve as you consider how to build a culture of evangelism—one ingrained in the DNA of your ministry.

Building a culture of evangelism requires a four-phased approach: Examine, Embrace, Engage, and Encourage. This training provides an overview and practical tips for each of these phases. Note that these are not "one and done" steps. To be effective, all four phases must be nurtured on a continual basis.



## THE FOUR PHASES OF CREATING AN EVANGELISTIC CULTURE

### EXAMINE

You cannot give what you do not have and you cannot lead what you do not live. The Examine phase prompts you to assess your spiritual health and well-being and the level of evangelistic engagement in your ministry.

### EMBRACE

Most people do not naturally drift toward evangelism. We must intentionally plan and equip people for it. In the Embrace phase, you will discover how to understand your community and develop a thorough plan for preparing the women in your ministry for evangelistic engagement.

### ENGAGE

If we are going to reach our communities with the gospel, it is going to take every follower of Jesus intentionally living life on mission and sharing the hope of the gospel. The Engage phase focuses on intentional prayer for the lost, practical ideas for sharing the gospel “As You Go,” and steps to determine a follow-up plan.

### ENCOURAGE

Women will replicate what you, as the leader, celebrate. Having an attitude of celebration and providing tangible ways to do that are critical for building an evangelistic culture. The Encourage phase focuses on celebrating gospel conversations and those who come to saving faith in Jesus.

# HOW TO GET STARTED

## PRAY.

- Pray about the steps you need to take to create an authentic culture of evangelism in your ministry.
- Pray that the women in your ministry will develop a passion for bringing the lost to Christ.

## INVITE WOMEN TO JOIN YOU.

- Identify women in your ministry to join you on this journey.
  - Who is passionate about evangelism?
  - Who is regularly engaging people in gospel conversations?

## WATCH THE VIDEOS.

- Each video provides an in-depth examination of the four phases. You may access the videos [here](#).
- Take notes, process the content, and take steps toward practical implementation in your ministry.

## USE THE TRAINING GUIDE.

- Complete the Personal Assessment.
- Work through the Road Map Checklist in each phase.
- Share relevant resources with those in your ministry as you equip women in evangelism.



# HOW TO EQUIP WOMEN IN EVANGELISM

## NOTES

Lostness in North America

Examine

Embrace

Engage

Encourage

## REFLECTION QUESTIONS

*Which of the four phases of evangelism (Examine, Embrace, Engage, and Encourage) seems most daunting to you—both personally and as a ministry leader? Why?*

*Reflect on the statistics shared. Which stands out most from your own experiences in ministry and in personal evangelism? Which fact resonates most with you? Explain your choices.*



# ASSESSING YOUR SOUL, FAMILY, AND WORK

## NOTES

Soul

Marriage and Family

Work

## REFLECTION QUESTIONS

*Reflect on your soul, your marriage and family, and your work. Which of the three topics is your greatest area of growth and why?*

*If marriage is our first ministry, how can you take your next step forward in love and service toward your husband? If you're not married, consider your relationships with those in your household.*

*What specific areas of your ministry can you commit to praying over? List out the outcomes you desire in these spaces.*

# EVANGELISM TRAINING PERSONAL ASSESSMENT

This assessment is a tool designed to help you gauge the health of your soul, family, and work. It is not exhaustive or meant to be a scientific assessment; rather it is a way for you to reflect on the condition and balance of your life and work. As you read through the following statements, evaluate how you see your present reality in each area. Remember, this is not an evaluation of how you want these areas to be in your life; it is an evaluation of how they are presently.

Rate each area from 0-10 by writing the number in the blank space — **10 meaning you “strongly agree” and 0 meaning you “strongly disagree.”**

## SOUL

- \_\_\_\_\_ I feel mentally sharp and focused most days.
- \_\_\_\_\_ I view the ministry God has called me to as a blessing rather than a burden.
- \_\_\_\_\_ I am constantly encouraged by the companionship of the Holy Spirit, and I am ever aware of His presence in my life.
- \_\_\_\_\_ I am sustained and strengthened by my daily time in prayer and Bible study with the Lord.
- \_\_\_\_\_ Mentally, emotionally, and spiritually, I feel healthy and equipped for daily tasks and challenges.
- \_\_\_\_\_ I am energized by my call to ministry and rarely struggle with my purpose in life.
- \_\_\_\_\_ I rarely become critical and weighed down by the cares of this life.
- \_\_\_\_\_ I don't feel overwhelmed by worry, anxiety, or fear.
- \_\_\_\_\_ I have a couple of close friends whom I meet with regularly, and I can be transparent with, accountable to, and encouraged by them.
- \_\_\_\_\_ While I recognize the presence of temptations, I do not give in to them hoping to find relief from the stresses of life.

## \_\_\_\_\_ TOTAL

## FAMILY (IF MARRIED)

- \_\_\_\_\_ I love my husband and family; thinking about them brings me great joy.
- \_\_\_\_\_ My husband and I share complete trust and confidence in one another. We have learned to handle conflict and practice forgiveness in a healthy way.
- \_\_\_\_\_ I pray for my husband daily.

- \_\_\_\_\_ My husband and I have an abundance of good, open conversations.
- \_\_\_\_\_ I am faithful to my husband emotionally and physically.
- \_\_\_\_\_ When my husband and I pray together, we include praying by name for the salvation of the lost.
- \_\_\_\_\_ I express my love for my husband verbally, in writing, and in unexpected, sometimes spontaneous, ways.
- \_\_\_\_\_ My husband and I work together as a team and collaborate well.
- \_\_\_\_\_ My husband and family are prioritized above work and ministry.
- \_\_\_\_\_ My husband and I enjoy regular times alone together (hobbies, movies, vacations, adventures).

\_\_\_\_\_ **TOTAL**

## **WORK**

- \_\_\_\_\_ I model evangelism for those in the ministry I lead.
- \_\_\_\_\_ Our ministry places an emphasis on constantly inviting lost friends, family, and neighbors.
- \_\_\_\_\_ When our ministry gathers, we regularly pray for the salvation of lost people.
- \_\_\_\_\_ When we pray together as a ministry, we always include praying for the Holy Spirit to fill us with compassion and boldness as we witness to our family, friends, neighbors, and people in our community.
- \_\_\_\_\_ Our ministry has an intentional, clear plan for engaging our community with the gospel.
- \_\_\_\_\_ Our ministry has identified tools for people to use to help them share the gospel with others.
- \_\_\_\_\_ Our ministry repeatedly provides training and equipping for personal evangelism throughout the year.
- \_\_\_\_\_ Evangelism is normal and expected in the life of our ministry.
- \_\_\_\_\_ I believe the majority of the people in our ministry, if given the opportunity, could share the gospel clearly and confidently.
- \_\_\_\_\_ Our ministry is focused on engaging people with the gospel in everyday moments of life.

\_\_\_\_\_ **TOTAL**

\_\_\_\_\_ **TOTAL SCORE**

## HOW DID YOU DO?

If you gave yourself mostly 10s, then you are right where most people are *not*. Review the assessment questions again, highlighting those you scored lower on. Don't be discouraged! The first step in becoming healthier in the assessment areas is awareness of the needs you have and tools available to help you become better.

Watch the next two videos in *Creating a Culture of Evangelism for Women* (Examine: Your Soul and Examine: Your Work) and be prepared to take notes as you consider what you can do to grow stronger in these areas.

Use the road map in each section to create your action plan for areas you feel need strengthening.

If after taking the self-assessment and viewing the videos, you would like to explore additional resources and tools, visit [NAMBevangelism.com](http://NAMBevangelism.com).

If you find yourself overwhelmed in these areas and cannot seem to get your balance, please reach out to your pastor or locate a counselor in your area. Never hesitate to ask for help.

# SOUL

## NOTES

Spiritually

Relationally

Physically

## REFLECTION QUESTIONS

*What weighs down your soul most heavily in this season and why?*

*“Serve out of the overflow, not the overload.” In what ways does this statement resonate with your outlook on ministry? How have you experienced both?*

*Do you view prayer as a privilege? Why or why not?*

*Which area of feeding the soul (spiritually, relationally, and physically) is easiest for you?  
Which is most difficult and why?*

# WORK

## NOTES

Model Evangelism

Prioritize Evangelism

Disciple Others in Evangelism

## REFLECTION QUESTIONS

*What kind of ministry “work” do you feel yourself drifting toward most naturally?*

*In what ways do you feel God leading you to invest more deeply in others?*

*Who in your sphere of influence has a front-row seat to your work in evangelism? How can you help them take their next step by modeling, prioritizing, and discipling them? Be specific.*

*Are you living your life with the assurance that Jesus has promised to be with you always? How is this publicly evidenced in your ministry?*

## ROADMAP CHECKLIST: EXAMINE

### Take Assessment

General assessment score in each area:

Soul  
Family  
Work

### List action plan below for areas you feel need strengthening:

Soul

1. Pray for a renewed passion and zeal for the gospel.
- 2.
- 3.
- 4.
- 5.

Family

1. Pray for my husband and children daily.
- 2.
- 3.
- 4.
- 5.

Work

1. Pray for boldness in sharing the gospel.
- 2.
- 3.
- 4.
- 5.





# MISSION

## NOTES

Live the Mission

Intentionality

Converse the Gospel

S.H.A.R.E.

## REFLECTION QUESTIONS

*Which re-imagined idea of “Go” can you incorporate in your ministry context and why?*

*Reflect on the passage of the woman at the well in John 4. How did Jesus use the woman’s chore as an opportunity for teaching and discipleship?*

*Is your life marked more by curiosity or the absence of it? How can you embrace intentional curiosity this week?*

*Which element of S.H.A.R.E. (serve, hear, ask, relate, extend) comes most easily for you and why? Which is a growth area?*

# COMMUNITY

## NOTES

Personal Community

Geographical Community

## REFLECTION QUESTIONS

*In what ways are you currently leveraging your relationships with those in your household for the gospel? What is your next step?*

*How can you “make the first move” when it comes to your neighbors and coworkers? List some easy wins for pursuing deeper relationships.*

*What places do you frequent on a semi-regular basis? Jot them down by name and pray for those you interact with in these spaces.*

# **A PLAN**

## **NOTES**

Tools and Training

Commit to the Mission

Mobilize Your Circle of Influence

## **REFLECTION QUESTIONS**

*Which step of “embracing a plan” seems most out of your comfort zone and why?*

*Take time to write down your evangelistic mission. How can you bring clarity to your ministry goals and objectives for the women you lead?*

*In what ways can you commit to challenging others to “live sent” alongside you?*

## HELPFUL EVANGELISM RESOURCES

- [3 Circles](#)
- [Life on Mission App](#)
- [Best News](#)
- [Who's Your One? Everyday Evangelism Cards](#)
- [Who's Your One? Prayer Guide](#)
- [My Testimony Cards](#)
- [Marked New Testament](#)
- [Resource Catalog](#)

Visit [NAMBevangelism.com](http://NAMBevangelism.com) for more information.

## ROADMAP CHECKLIST: EMBRACE

### Create a plan to embrace the mission:

Help identify mission fields:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Help identify spiritually lost people within the mission field:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Provide ideas to engage mission fields:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Choose Evangelism Tools (multiple options are recommended)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Create Training Opportunities

Date \_\_\_\_\_

Time \_\_\_\_\_

Frequency (e.g., Spring/Fall) \_\_\_\_\_



# BEFORE YOU ENGAGE

## NOTES

Define Success

Share Conversation Starters

Create a Prayer Plan

## REFLECTION QUESTIONS

*What metrics have you traditionally used to gauge evangelistic achievement in ministry? How is this version of “success” defined similarly or differently?*

*“God will bring the growth.” How does this truth from Scripture comfort you in the highs and lows of evangelism?*

*Consider those in your midst—both in your ministry context and outside of it—whom God is calling you to pray for. Jot down their names and ask God to embolden you with His gospel message.*



## GOSPEL CONVERSATION STARTERS

How do you turn an everyday conversation into a gospel conversation? The following prompts can help you turn conversations from everyday topics to gospel conversations.

- Do you have any spiritual beliefs?
- Do you have any religious beliefs?
- Do you attend a church?
- What holidays do you celebrate?
- How can I pray for you?
- Have you ever heard of Jesus?
- Has anyone ever told you that you are loved by Jesus?
- Have you heard of the Bible?
- Do you read the Bible?
- Do you ever pray?
- To whom do you pray?
- Can I share my story with you?
- Can I tell you how Jesus has changed my life?
- Have you ever heard of the gospel?
- Where do you find purpose in life?
- What do you believe happens when our time here on earth is done?
- We live in a broken world, which is why I'm so thankful for Jesus. Do you know Him?
- If it were not for Jesus, my life would be completely different. Do you know Him?
- What do you think it takes to get to Heaven?
- Have you ever thought about why you were created?
- If it weren't for Jesus, I would be ...

## PRAYER PROMPTS

The following prayer prompts can help you know what and how to pray before you engage, as you engage, and after you engage in gospel conversations.

- Pray for a burden for those who do not know Jesus.
- Pray for the salvation of those far from Jesus.
- Pray for opportunities to engage in conversations about Jesus.
- Pray for the Holy Spirit's guidance to say the right words at the right time.
- Pray for boldness in gospel conversations.
- Pray for eyes to see people the way Jesus does.
- Pray for a heart to care for people the way Jesus does.
- Pray for ways to meet needs and use that as a bridge to share the gospel.
- Pray for courage and confidence in Christ.
- Pray for a sense of urgency to share the gospel.
- Pray for fear and obstacles to be removed.
- Pray for wisdom.
- Pray for a passion to share the gospel.
- Pray for an awareness of brokenness and the need for the gospel.
- Pray for obedience to proclaim the gospel.
- Pray daily for the spiritually lost by name.

# AS YOU ENGAGE

## NOTES

Remember the Mission

See People and Start Gospel Conversations

Rely on the Holy Spirit

## REFLECTION QUESTIONS

*What do you remember from your first experiences in sharing the gospel? Take time to reflect.*

*In what scenarios can you create greater margin for slowing down in order to start more gospel conversations?*

*“God isn’t concerned with our abilities, but our willingness and availability.” How does this truth free you from the shackles of insecurity and inaction?*

# AFTER YOU ENGAGE

## NOTES

Keep Praying

Keep Connecting

Keep Sharing

## REFLECTION QUESTIONS

*What Bible verses might you share with others as they anticipate next steps after sharing the gospel? List passages that come to mind.*

*Relationships are built over time. How have you seen connection deepen after faithfully engaging someone in conversation, both in the long run and immediately?*

*How can you model boldness and courage before the women you've been entrusted to lead?*

## ROADMAP CHECKLIST: ENGAGE

### List action plans for the following areas:

Prayer (corporate plan; individual plan)

- 1.
- 2.
- 3.
- 4.
- 5.

Gospel Conversations (inspire, equip, collect stories)

- 1.
- 2.
- 3.
- 4.
- 5.

Culture Building (evangelistic activities, events, initiatives)

- 1.
- 2.
- 3.
- 4.
- 5.

Follow Up (sharing stories, prayer, encouragement)

- 1.
- 2.
- 3.
- 4.
- 5.



# **PUBLICLY**

## **NOTES**

Large Gatherings

Small Groups

Communication Channels

## **REFLECTION QUESTIONS**

*Who most encourages you to live on mission? How do they propel you forward, both personally and professionally?*

*When was the last time you celebrated a gospel win within your ministry? How did you share that story?*

*What communication channels are you currently leveraging to train, encourage, and mobilize others? In what ways can you further your reach?*

# PERSONALLY

## NOTES

Pray

Words of Encouragement

Be Present

## REFLECTION QUESTIONS

*How do you remind yourself of God's faithfulness in your own life? In what ways can you commit to helping others do the same?*

*Who can you commit to praying for—and with—this week? Don't be afraid to branch out in faith!*

*Does your ministry make efforts to continually celebrate and encourage the women you lead? How can you move the needle in supporting one another's evangelistic efforts?*



## ROADMAP CHECKLIST: ENCOURAGE

### List action plans for celebrating:

Evangelism Readiness (training participation and gospel fluency)

- 1.
- 2.
- 3.

Gospel Conversations

- 1.
- 2.
- 3.

Salvation/Baptism Stories

- 1.
- 2.
- 3.

## WHAT'S NEXT?

### NOTES

Campaign or Culture?

Trusting the Process

Never Alone

### REFLECTION QUESTIONS

*How would you describe the role of evangelism within your ministry thus far?  
In what ways are you committing to cultivate this area of your ministry?*

*In what ways do you need greater patience in creating your evangelistic culture?  
How are you trusting God to provide for these needs?*

*Which of the four parts of the evangelistic process (Examine, Embrace, Engage, Encourage) are you most excited to grow in personally, as well as in your ministry as a whole?*

## **A FINAL ENCOURAGEMENT**

We hope that you are excited to create a culture of evangelism in your ministry (and your own life!). Remember, creating this culture isn't a "one and done" type of campaign. The four phases of Examine, Embrace, Engage, and Encourage need to be practiced continually.

Remember—you are not alone. God empowers His Church, and He will strengthen you and the women in your ministry for the task He has given you.

Check out additional resources on our Women's Evangelism Hub, and please reach out to use at [\*\*evangelism@namb.net\*\*](mailto:evangelism@namb.net).

We look forward to celebrating as ministries create a culture of evangelism and more people come to know Jesus!



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